

**Course Outline**  
**Market Planning Fundamentals**  
**MKTG 4340**  
**April 1998**

Hours Per Week: 3      Number of Weeks: 12      Total Hours: 36

Instructor: Rick Kroetsch  
 Office: IBM Building (SE 6) 308  
 Telephone: 451-6766

Office Hours: by appointment

Prerequisites: MKTG 2202 & MKTG 2341

### **Course Objectives**

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After successfully completing this course, the student will be able to:

- demonstrate a sound understanding of the marketing mix components and be able to apply these in the market planning process
- develop an overall marketing plan including development of a forecast and budget over a specific period from analysis of market potential to a sales forecast
- compose and present a marketing plan in a professional manner
- make market planning decisions

### **Evaluation**

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Marketing Plan Document	35%
Marketing Plan Presentation	10%
Mid Term Exam	20%
Lab Exercises, Cases	5%
Participation	5%
Final	<u>25%</u>
	100%

### **Text**

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There is no text for this course. Students are responsible for being present at all classes. Cases will be handed out during class only; if you miss the handout, you are responsible for arranging with classmates to copy their material.

**Notes and handouts will not be couriered, faxed, delivered, dropped off, or EMAILED by the instructor to students under any circumstances.**

### Schedule

Week	Date	Material Covered	Case (subject to change without notice)
Week 1	April 16	Introduction Executive Summary	<i>Internet Retailing Lincoln Pickup</i>
Week 2	April 23	Past Business Strategy Marketing Objectives  <i>Hand in topic and group member list for marketing plan project</i>	<i>Loblaws West Jet Airlines</i>
Week 3	April 30	Target Market Profile 1: Market Profile  <i>Last chance to hand in topic and group for marketing plan project</i>	<i>Sears Keith Monuments</i>
Week 4	May 7	Target Market Profile 2: Market Research	<i>McDonald's</i>
Week 5	May 14	Business Environment Competitive Analysis Marketing Strategy 1: Positioning	<i>General Motors GM Pickup</i>
Week 6	May 21	Marketing Strategy 2: Promotion Financial Projections1: Marketing Budget Competitive Response	<i>Shopping Channel Network Television General Mills</i>
Week 7	May 28	<b>MID TERM EXAM</b>	Group Project Work
Week 8	June 4	Marketing Strategy 3: Sales Plan and Forecasting Marketing Strategy 4: Relationship and Database Marketing	<i>Coca Cola in China Auto Nation</i>
Week 9	June 11	Financial Projections 1: Projections	Group Mktg. Plan Work Period
Week 10	June 18	Class Presentations	Marketing Plan Due
Week 11	June 25	<b>FINAL EXAM</b>	Marketing Plan returned